

## Low Budget Advertising

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After the advent of online selling sites, shopping has been made so easy that it can be done within the comfort of the home. Online selling gave rise to online advertising also known as iAdvertising, which is proving to be the best way to reach a larger audience within a short time using less money. There are many options available on the Internet to get started. Creating a website and then placing its link on different websites is one of the ways. Pages can be submitted to the search engines after applying search engine optimization techniques. Websites offer various payment methods. Some take money for simply placing an ad or link on their website, some take money only if a visitor clicks on the link or website and some take money only if the visitor visits a link and has bought something or availed some service. There are options available for the type of ad being placed. There are pop-up ads, banner ads, wallpaper ads, polite ads, video ads, etc. Businesses with really low budget can send mails to targeted customers.

Radio stations offer a good price to advertise during the non-peak time. Get in touch with the local station and try to ask for a discount. The same applies to television; even they have a minimal amount for advertising slots during the non-prime hours, especially after midnight. Contact different television stations to compare pricing.

The age-old tradition of advertising in yellow pages directories is always a success. All businesses from small to big register themselves in the yellow pages and have sworn to be benefited from it. People can look up for contact numbers, addresses and services offered directly from the pages. A newspaper is the next best thing. First analyze the audience to be targeted by age group, sex, and location. Choose the local newspaper and section where the ad should be placed depending on the audiences to be targeted. The classifieds department of the local newspapers have special offers, find out in detail about the pricing structure for the size of the advertisements, number of words, font size, etc.

Design the business cards with accuracy. Try to include all the vital information about the business like the name of the company, where it is located, services provided, working hours, and contact information like landline number, cell number and person to be contacted. Personalized business cards are a good way of reaching the genuine customers.

Other way to advertise is to give presentations on your products. Brochures can be inserted in the business presentation package. Other than things like history of the company and annual turn-up, once again business cards can be included in the package. Distribute newsletters with information about the latest offers and discounts. Informational letters of a page length and e-mails can be sent too on a regular basis. All this can become a lot easier by getting in touch with companies who can provide the mailing list of a particular locality and it comes for a very small price. Again the yellow pages can be referred to get information about such companies. After getting the information get in touch with the company to get a copy of the latest mailing list. Different companies charge different prices.

The word of mouth is also a good method of advertising. Try growing the links in your network and

join organizations which deals with advertising like trade associations and chamber of commerce. Active participation in events of these organizations eventually helps reaching more number of people.Â Â